

Enlightened leadership at PCMA



Our goal for the PCMA (Professional Convention Management Association) annual meeting, *Convening Leaders*, in Las Vegas is to provide relevant, valuable education that will help our industry achieve success in 2011. PCMA's focus is on 'need to know' and not 'nice to know' information. More than 3,000 meetings industry professionals attend *Convening Leaders* each year for 60 or more education sessions and incredible opportunities to forge strong relationships with leaders in the industry.

At IMEX in Frankfurt PCMA will present a timely education session for industry professionals involved in the planning and execution of international meetings, and also showcase the latest PCMA programmes, events, products and services.

Another important development for 2011 is the

fact that the PCMA International Summit will co-locate with IMEX America in Las Vegas in October. The PCMA International Summit, held on October 13 and 14 (immediately after the show), will bring together a select group of meeting professionals and suppliers for high-level discussions on the state of international meetings and the current challenges related to conducting business in the global marketplace. Attendees will share ideas, best practices and learn from their colleagues.

PCMA will be attracting some of their most influential members as hosted buyers to both IMEX in Frankfurt and IMEX America – with up to 150 forecast to attend IMEX America alone.



Deborah Sexton President and CEO, PCMA
www.pcma2011.org

Timing is everything

The other day I was on a conference call with Site member volunteers from several countries. It went something like this...

Patrick joined the call from NYC armed with his second cup of coffee for the day. Debbie rang in from the UK with thoughts of that nice glass of wine after work. Ping connected from Beijing while her colleagues were preparing for sleep. Cheryl clicked in from California where dawn had just ushered in a new day. And Sean arrived on the call with his passport in hand having just cleared airport security. An hour

later, with our objectives met everyone went back to their respective time zones, duties, their jobs and personal lives.

There's something magical about this attitude. The past couple of years the industry has evolved and all of us have been challenged to find ways to get more done with less. I want to dedicate this column to Site members who still find time to contribute to the industry and to Site. Site members have stepped up and we are grateful for it. Our network remains vibrant based on the dedication of 300 plus volunteers of committees and chapters, an incredible number.

It reminds me of a conversation I had many years ago with Ray Bloom. I asked about his secret for success and he responded, "It's simple. It's people. It's the relationships."

I couldn't agree more. Don't forget the Site International Conference will take place from 4-7 December in Cape Town, South Africa this year.



Brenda Anderson CEO, Site
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AIPC Summit success

For the past five years, the AIPC International Sales and Marketing Summit has provided convention centre marketing executives with an invaluable opportunity to get together, exchange information and insights and get the latest perspectives from key client and supplier groups.

The Summit, at IMEX in Frankfurt, is a rare chance for collective discussions on key issues at a time when industry conditions are changing rapidly and marketers need to look at every available option to communicate and act more effectively. Evolving rate structures, changing timeframes for decision-making and contracting, a new world of technology and the emergence of new approaches to bidding and evaluating facilities and destinations are all factors that demand the broadest possible look at how strategies must respond to change – and the Summit is the perfect place to do that.

We have IMEX to thank for its continuing success, as they are not only a supporter but through the exhibition have created the conditions that ensure a critical mass of attendance by representatives from all over the world, which ensures the widest possible range of input to our discussions.

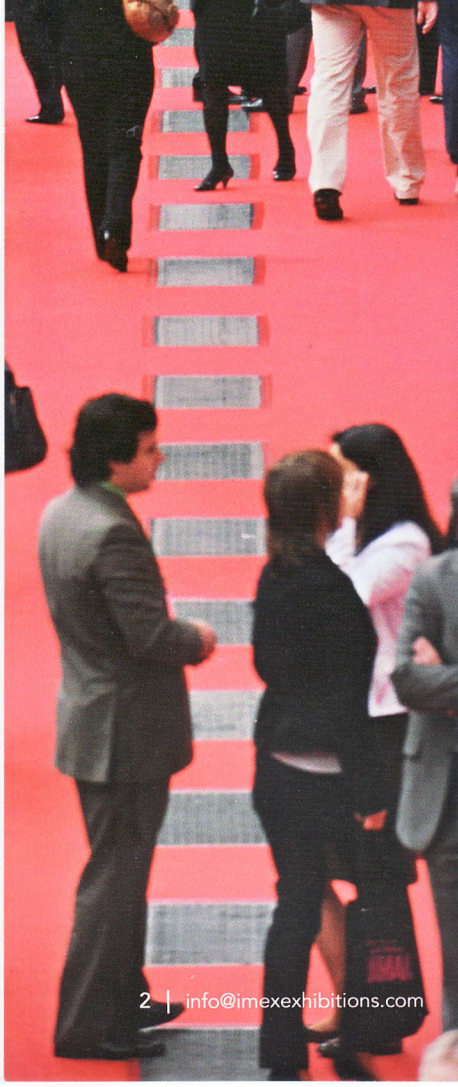
AIPC is the pre-eminent international association of convention centres, with a mission of encouraging, supporting and recognising excellence in centre management. Its global network has over 166 leading centres in 53 countries, with the active involvement of more than 650 centre

management professionals.



Edgar Hirt
President, AIPC
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Meetings integral to economic development

The eighth annual Politicians Forum at IMEX in Frankfurt in May received a record attendance of 32 politicians and civic leaders from 16 countries, and 63 industry leaders. The aim of the Forum is to demonstrate the economic value of the meetings industry, leading to greater understanding of how meetings and events can deliver far-reaching economic and social benefits to destinations and communities.

The overriding message from this year's Forum was that meetings are integral to economic development. There was also strong emphasis on the positive impact that hosting other types of events such as sporting, celebratory, governmental and cultural has on the future meetings business of the host destination.

Rod Cameron, Director of International Development for AIPC called for politicians to embrace the wider benefits of hosting events: "By hosting events you get the chance to profile yourself, show off your local community, build networks and do all of the things that will help you advance not just your tourism business but your whole economic development strategy."

Hein Verbruggen, President, SportAccord, and honorary member of the International Olympic Committee (IOC), used Beijing and Vancouver

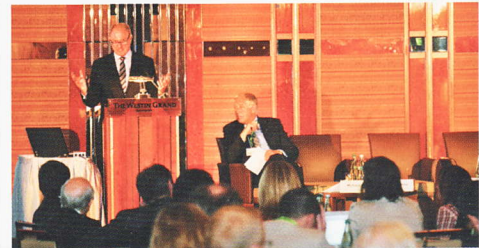
Politicians Forum

Olympics as examples to demonstrate the advantages of hosting sporting events, including the revamp of urban areas, improvements in sustainability, social legacy and the blaze of media attention

that generates unrivalled opportunities for a destination to promote itself to the world.

The ninth Politicians Forum co-organised by ECM (European Cities Marketing) and AIPC (International Association of Congress Centres) and held under the auspices of JMIC (Joint Meetings Industry Council) will take place in Frankfurt on 24 May 2011. IMEX is also working closely with key industry trade associations, including CIC and JMIC, on an American Politicians Forum in Las Vegas.

To hear Rod Cameron discussing the value of the Forum visit www.imex-frankfurt.com/politforum.html



Politicians Forum 2010.